

# Business Insight Conclusions

## Questions to Consider

When drawing up your conclusions you may find it useful to consider some of the following questions:

- ▲ Is your estimated market share realistic?
- ▲ Where do you perform well (strengths) and where are your weaknesses?
- ▲ Which one of the 4 factors will be the easiest to improve upon?
- ▲ Is there any underlying forces (stakeholders, environmental etc.) that will make it more difficult to improve some areas rather than others?
- ▲ Did any of the findings surprise you or did they confirm existing perceptions?
- ▲ What are the key forces at work in the competitive environment, are any of these forces likely to change and if so how?
- ▲ How do your competitors stand in relation to market trends?
- ▲ How do you compare to your competitors?
- ▲ What are the perceived strengths and weaknesses of your competitors and what are their core competencies?
- ▲ What can be done to influence the competitive forces affecting your company i.e. build barriers to entry, increase your power over suppliers/buyers?
- ▲ Who controls the market?
- ▲ Have you got the competence and resources to meet market trends?
- ▲ How can you differentiate yourself from your competitors?



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